

FIG. 1

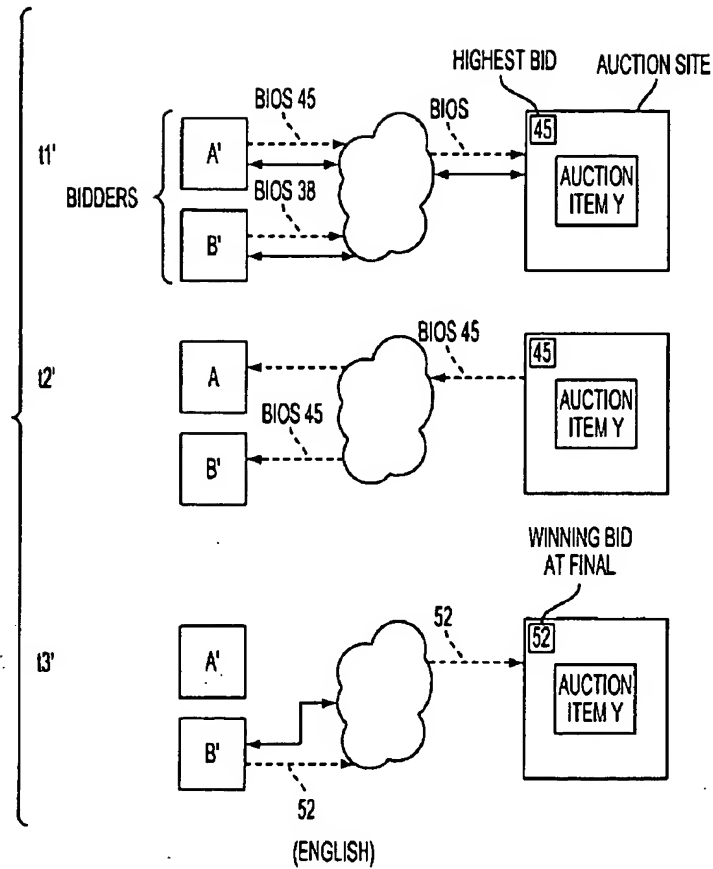


FIG. 2

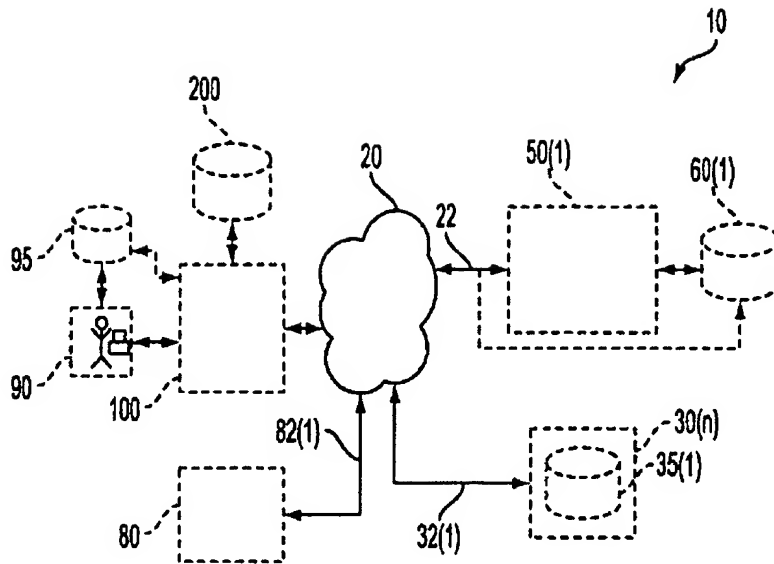


FIG. 3

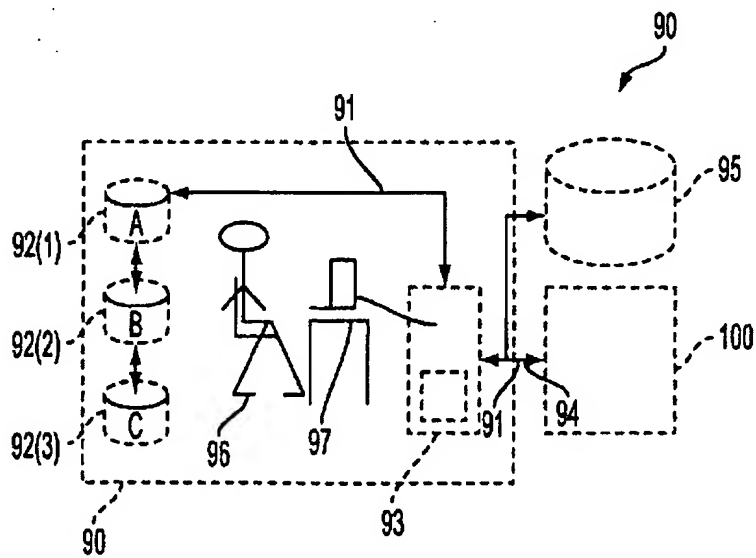


FIG. 4

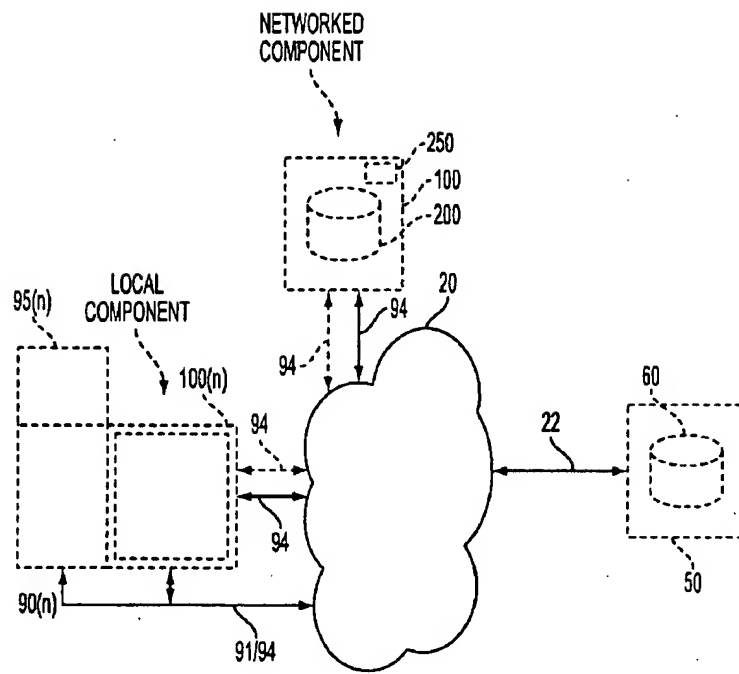


FIG. 5B

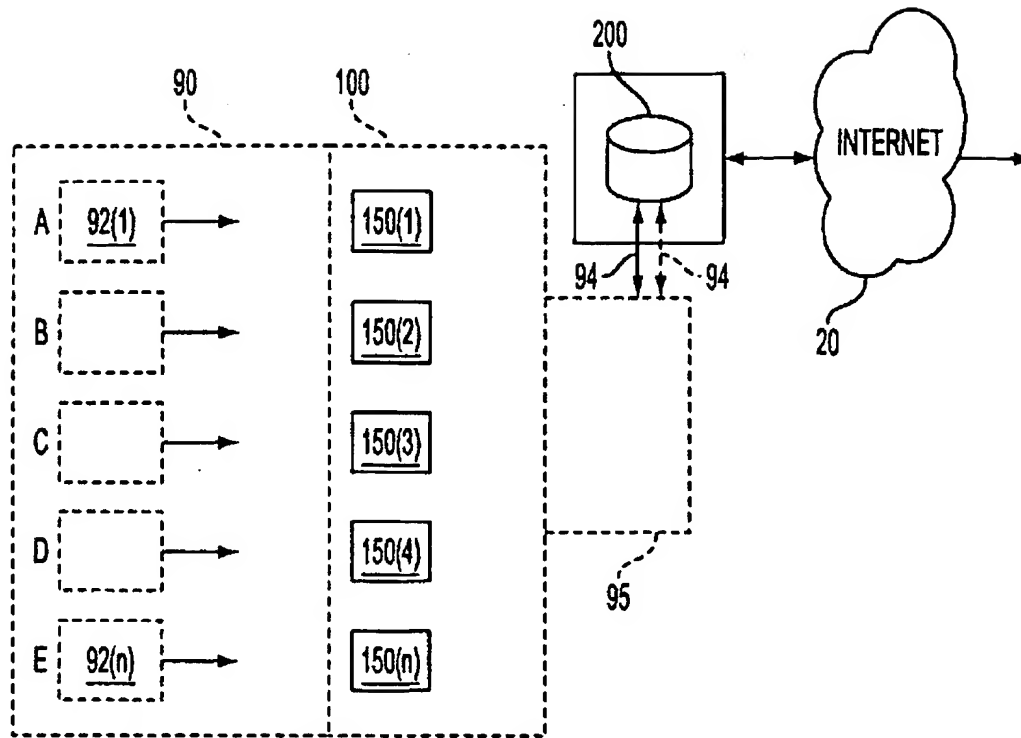


FIG. 6

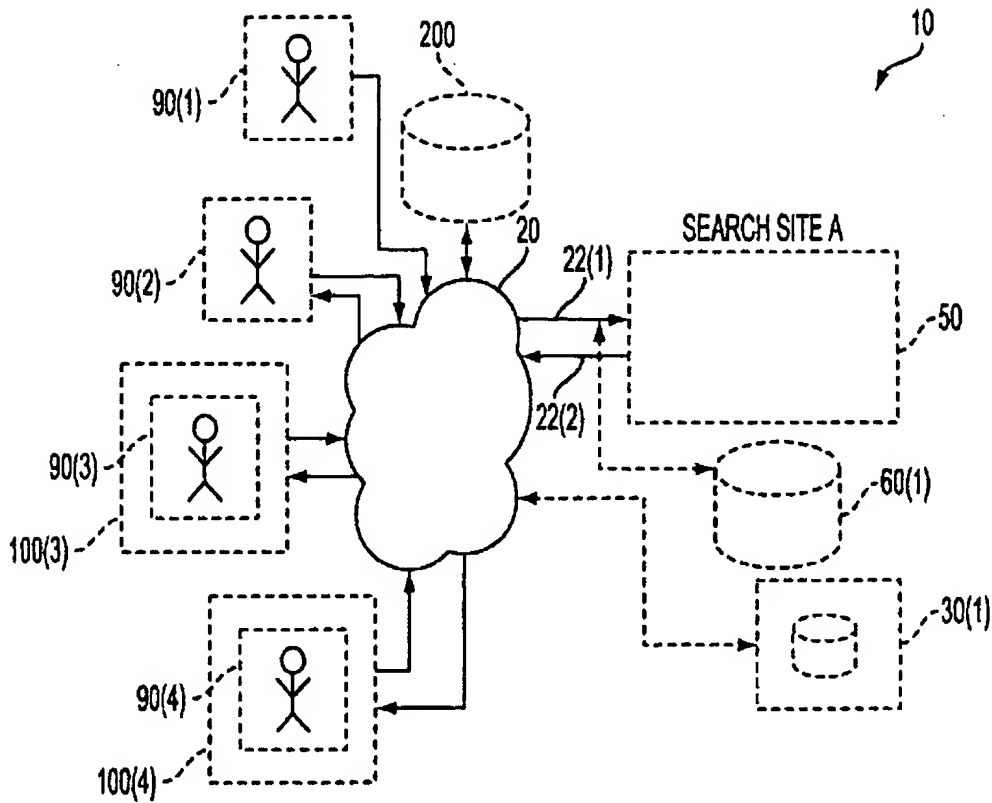


FIG. 7

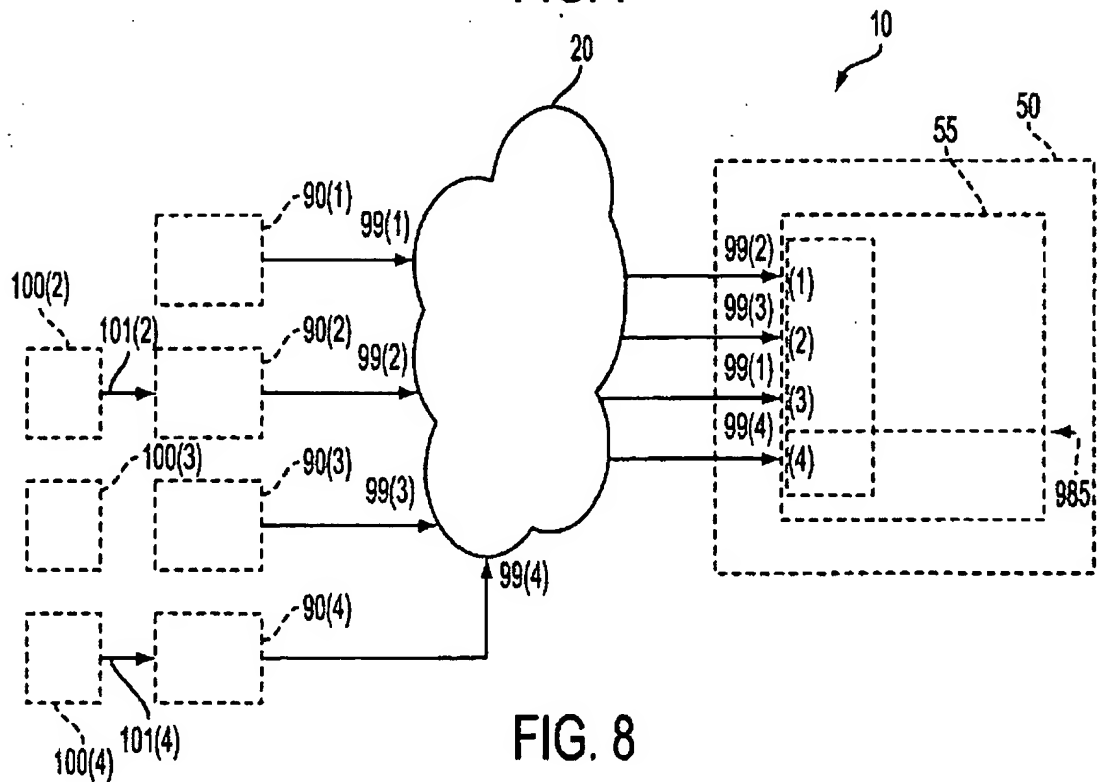


FIG. 8

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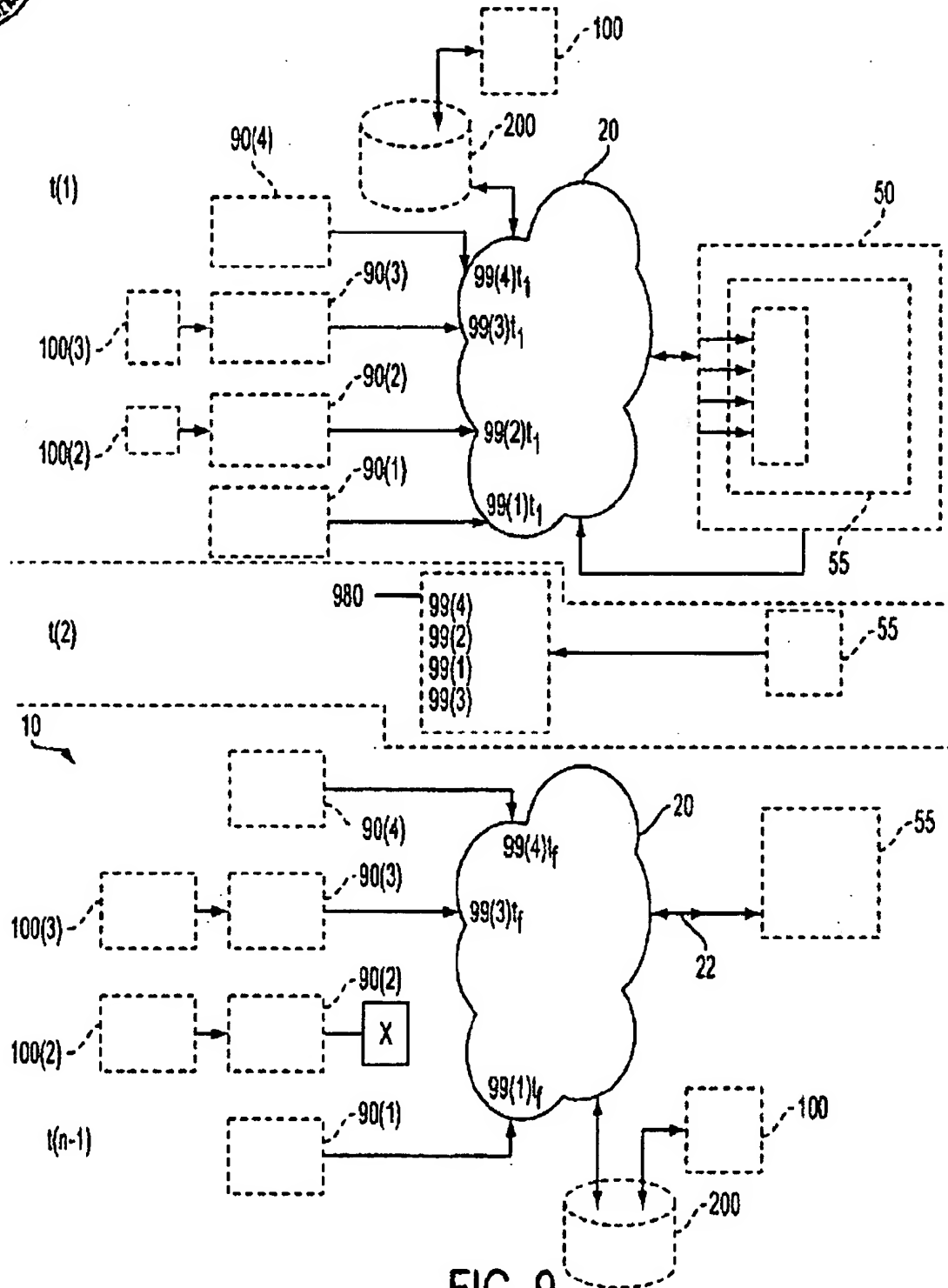


FIG. 9

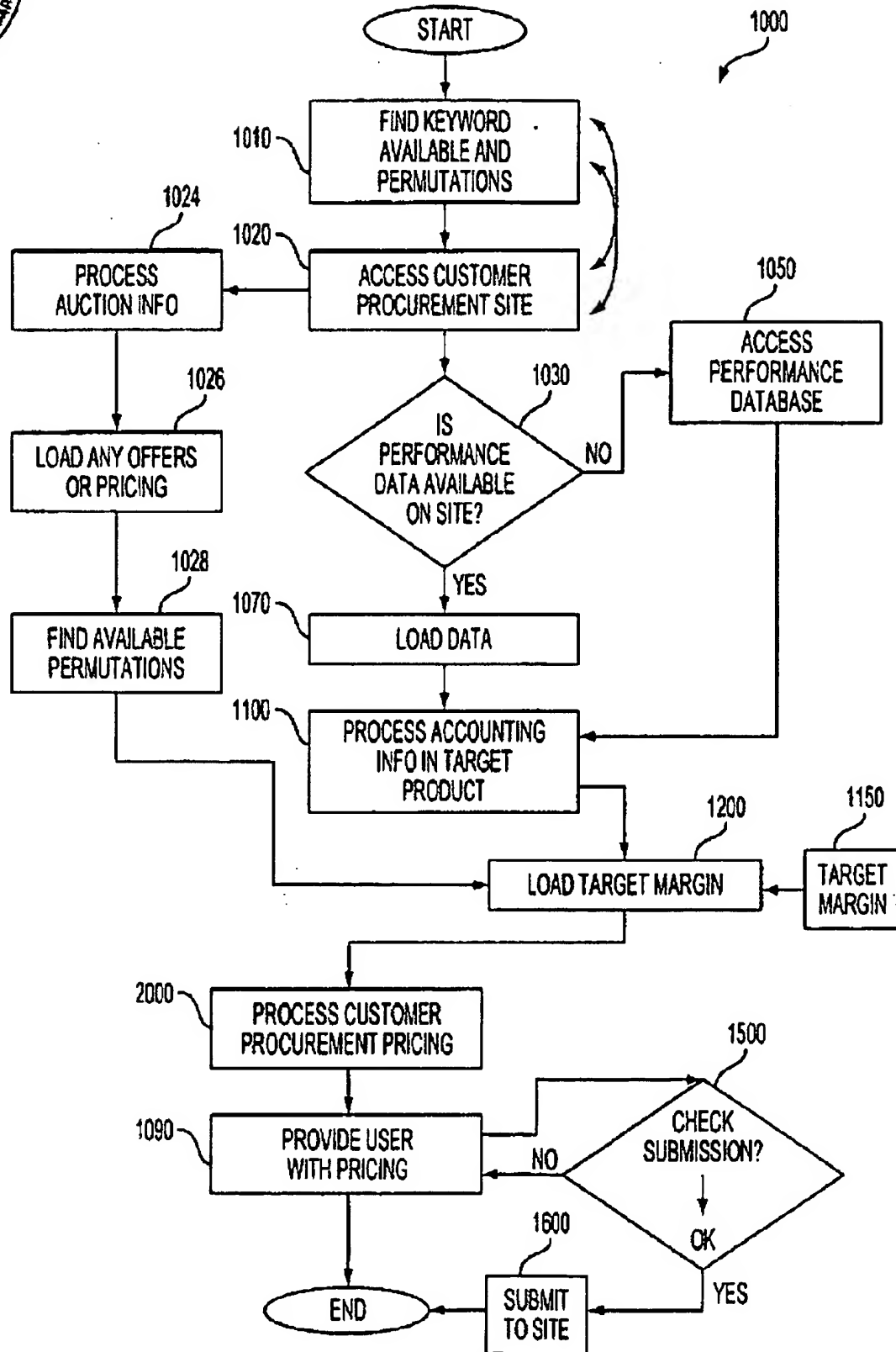


FIG. 10



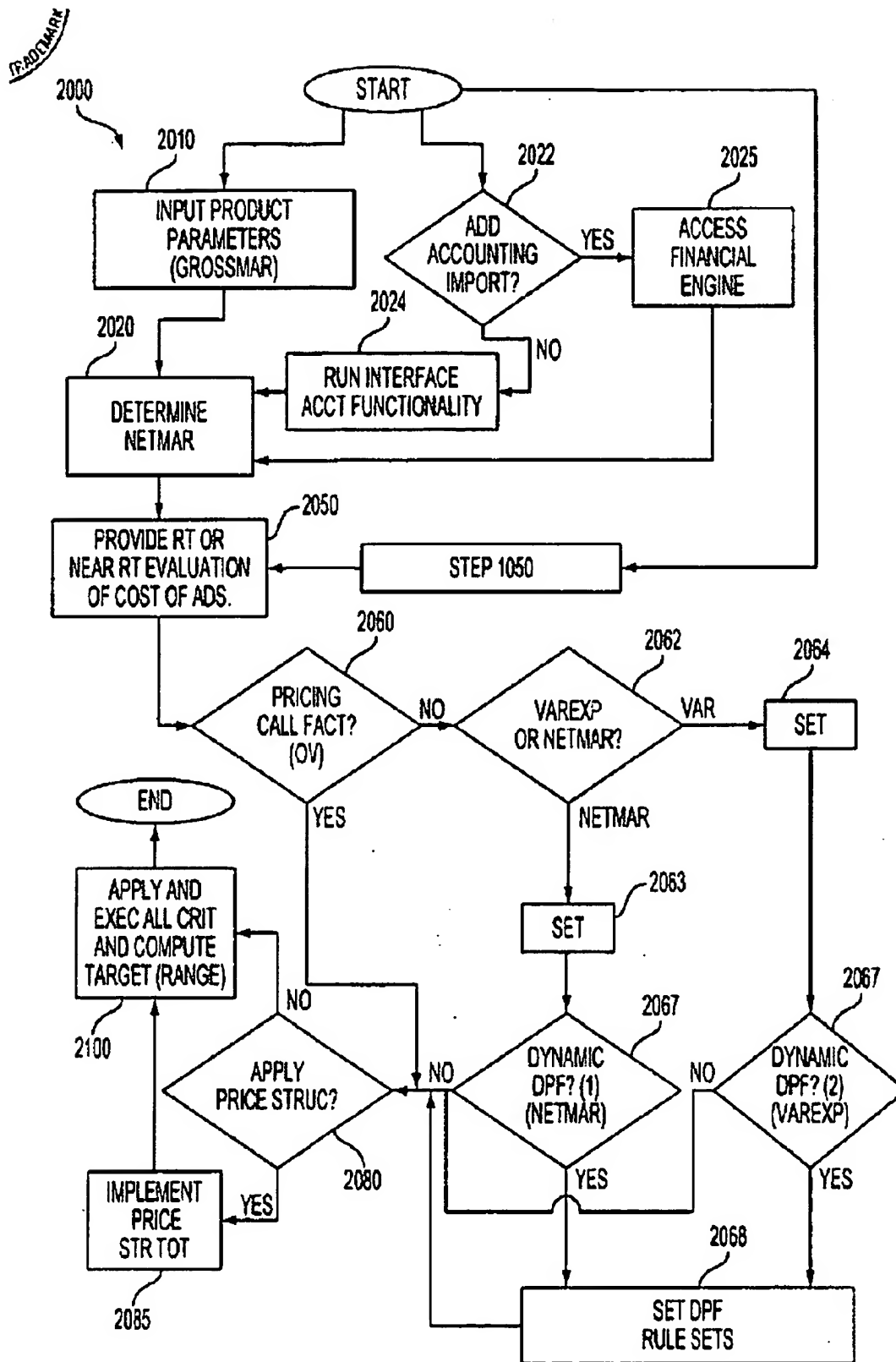


FIG. 11

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PRODUCT SET	KEYWORD SET	DYNAMIC PRICING RULE
A, B, C	"SKIN CARE" "UNDER \$5"	RULE A
A, B, C, D, E	"SKIN CARE" "UNDER \$50"	RULE B
A, E	"FDA APPROVED SKIN TX"	RULE A
B, C	"ALTERNATIVE MEDICINE" "SKIN CARE"	RULE C
D	"PRESCRIPTION SKIN CARE"	RULE B

FIG. 12

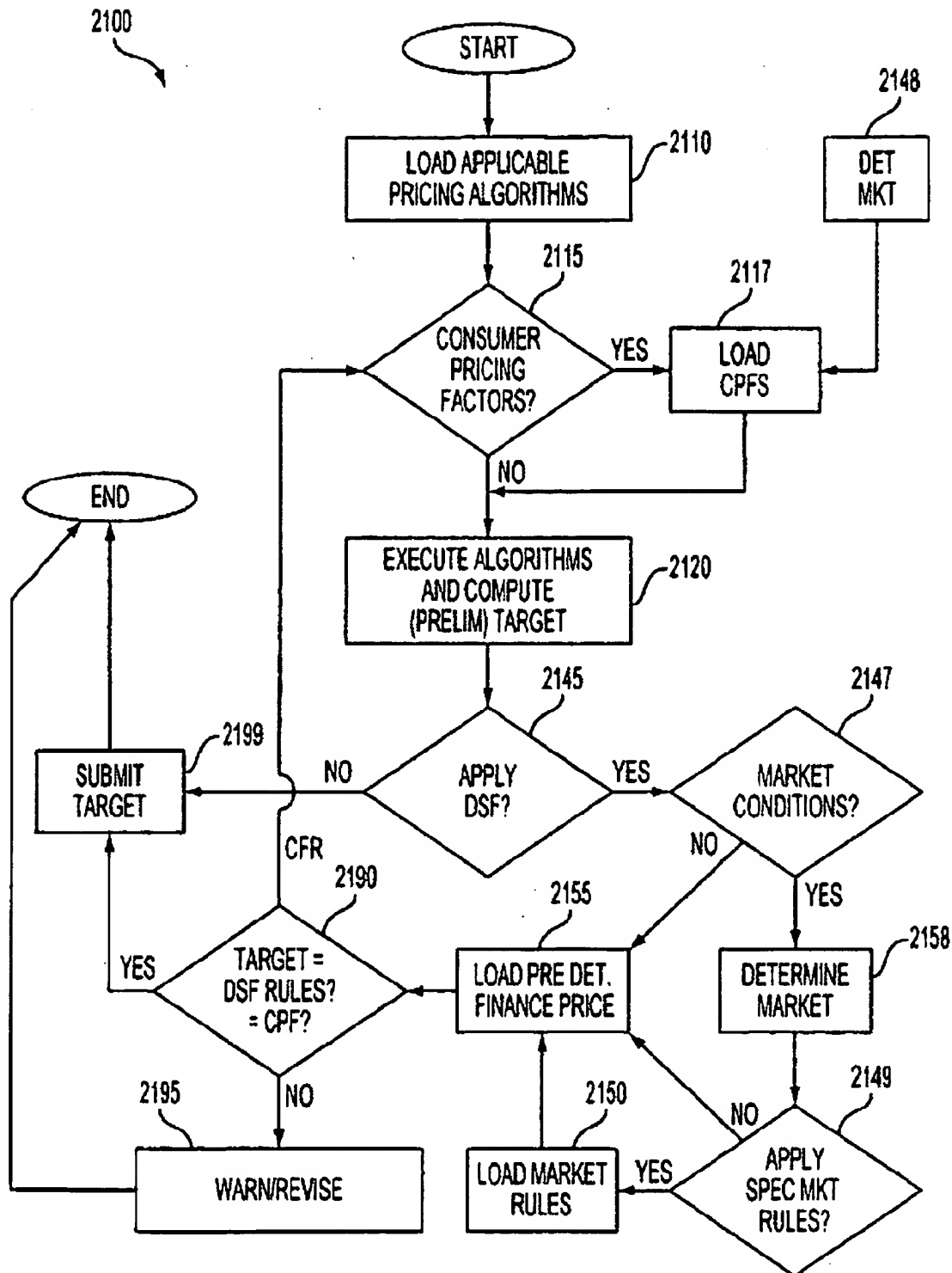


FIG. 13

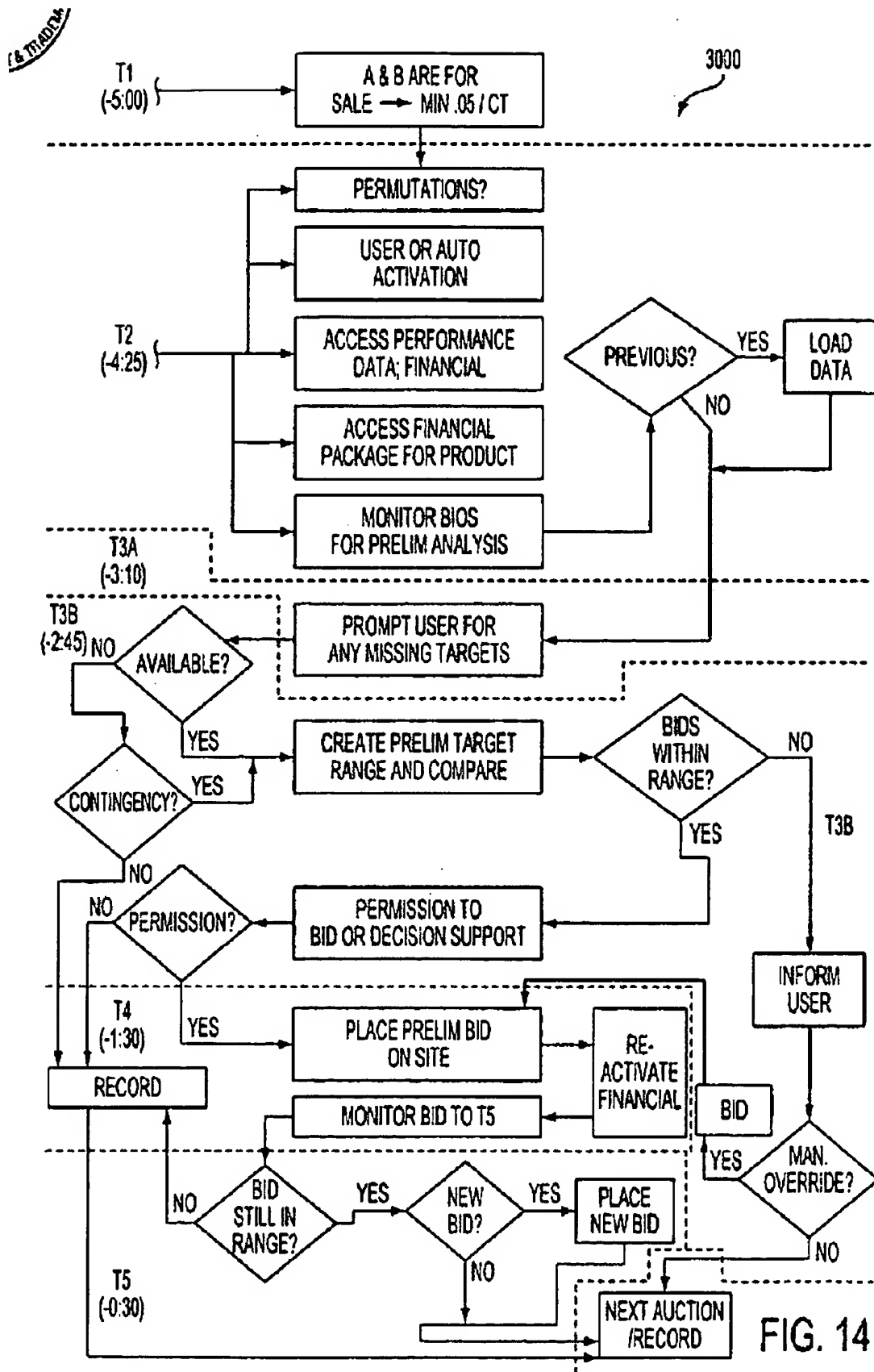
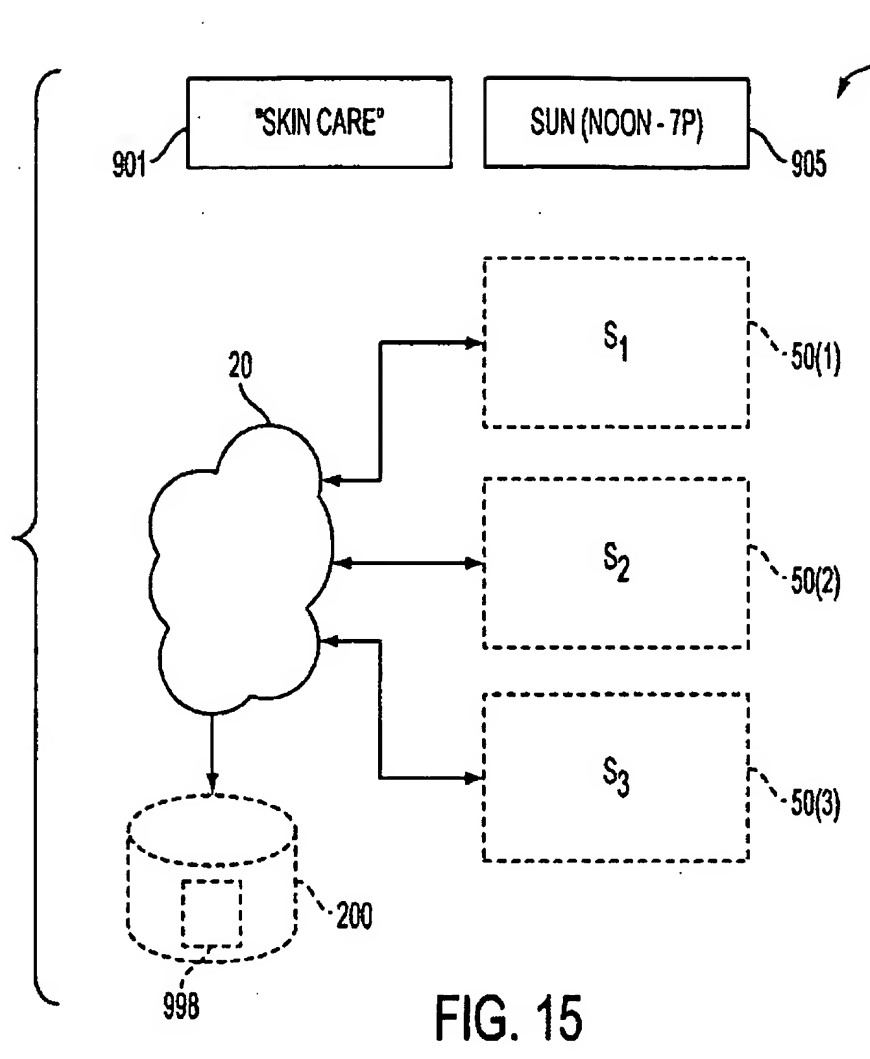
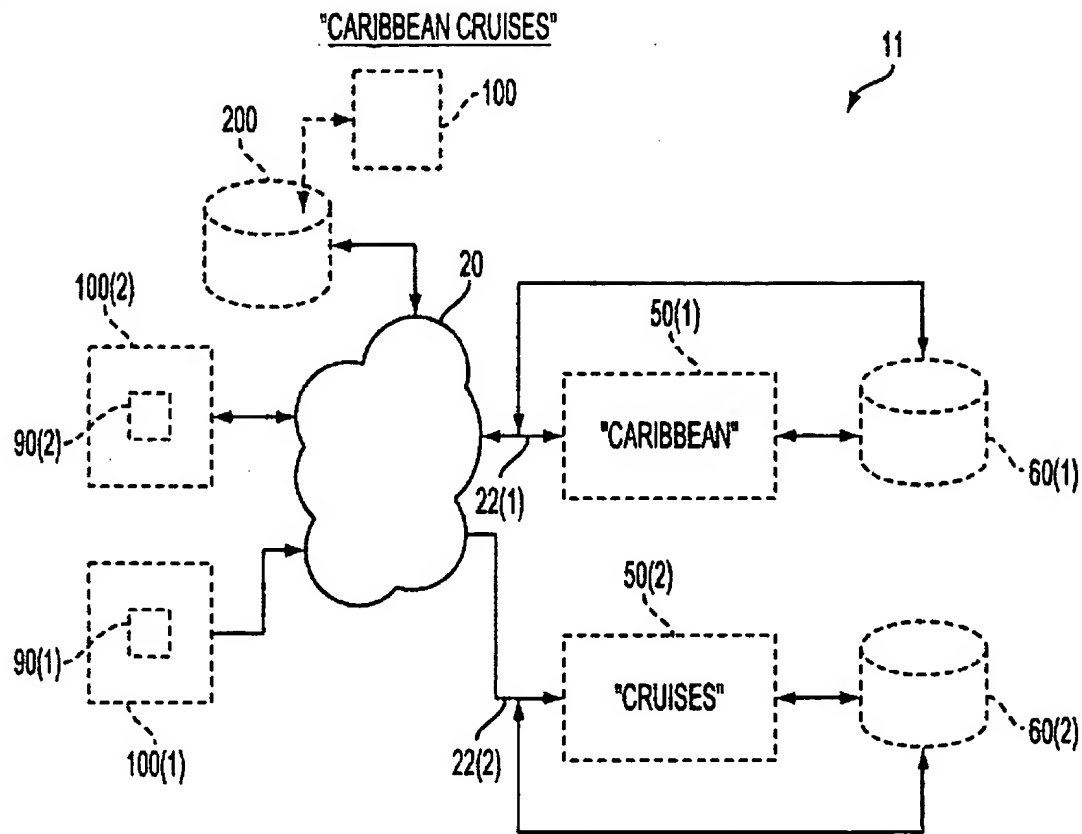


FIG. 14



KEYWORD	SITE	TIME PERIOD	COST/CT.	BID RES. PERFORMANCE REL.	TP WEIGHT
		SUN			
"SKIN CARE"	50(1)	1 - 4P	0.27	X	
	50(2)	ALL DAY	0.15		
	50(2)	1 - 6P	0.24		
	50(3)	ALL DAY	0.17		
	50(3)	WEEK	0.125		

FIG. 16



PRICE		PERFORMANCE		CLICK-THROUGH
$S_1$	$S_2$	$S_1$	$S_2$	$S_2$
"CARIBBEAN"	"CRUISE"	CARIBBEAN	CRUISE	CARIBBEAN
.47	.87	1.75 / MIN	1.21 / MIN	2.67 / MIN

PATENT &amp; TRADE

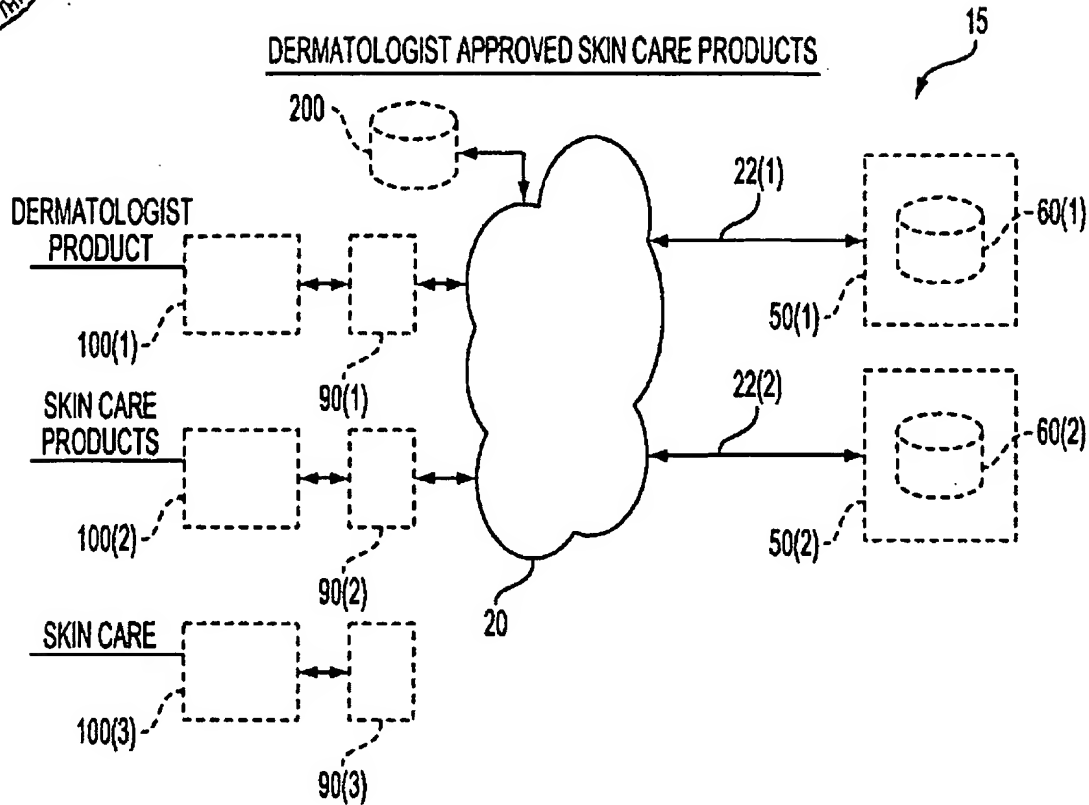


FIG. 19

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FACTORS

SITE		$S_1$	$S_2$	$S_1$	$S_2$	$S_1$
PERMUTATION	$P_1E_1$	1.3	.82			
ELEMENT	$P_2E_1$	.05	.03			
	$P_3E_1$	.72	.64			
	$P_1E_2$	1.8	1.5			
	$P_2E_2$	.72	.63			
	$P_3E_2$	.81	.75			
	$P_1E_1E_2$	1.0	1.15			
	$P_2E_1E_2$	.73	.71			
	$P_3E_1E_2$	.61	.60			

FIG. 20

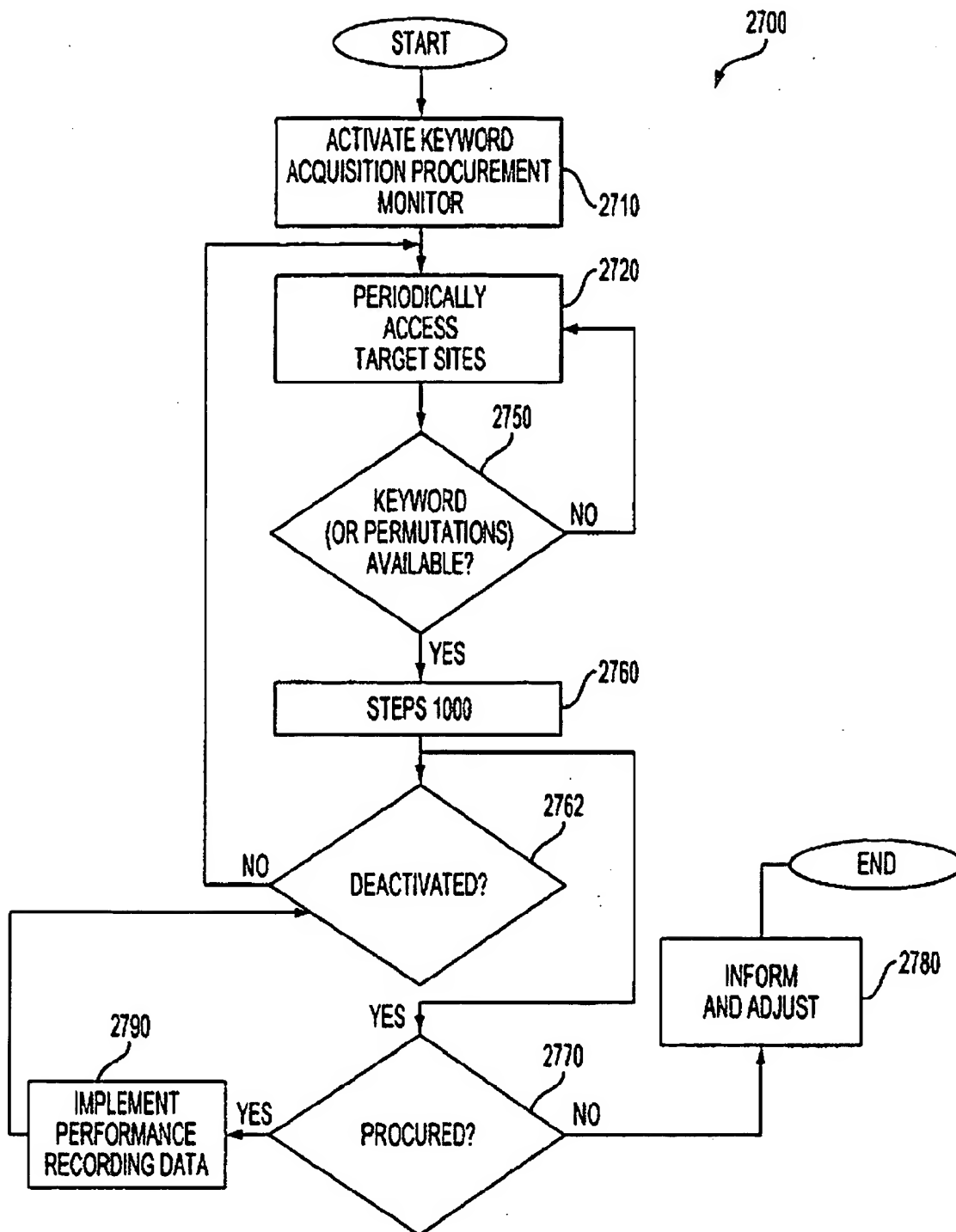


FIG. 21



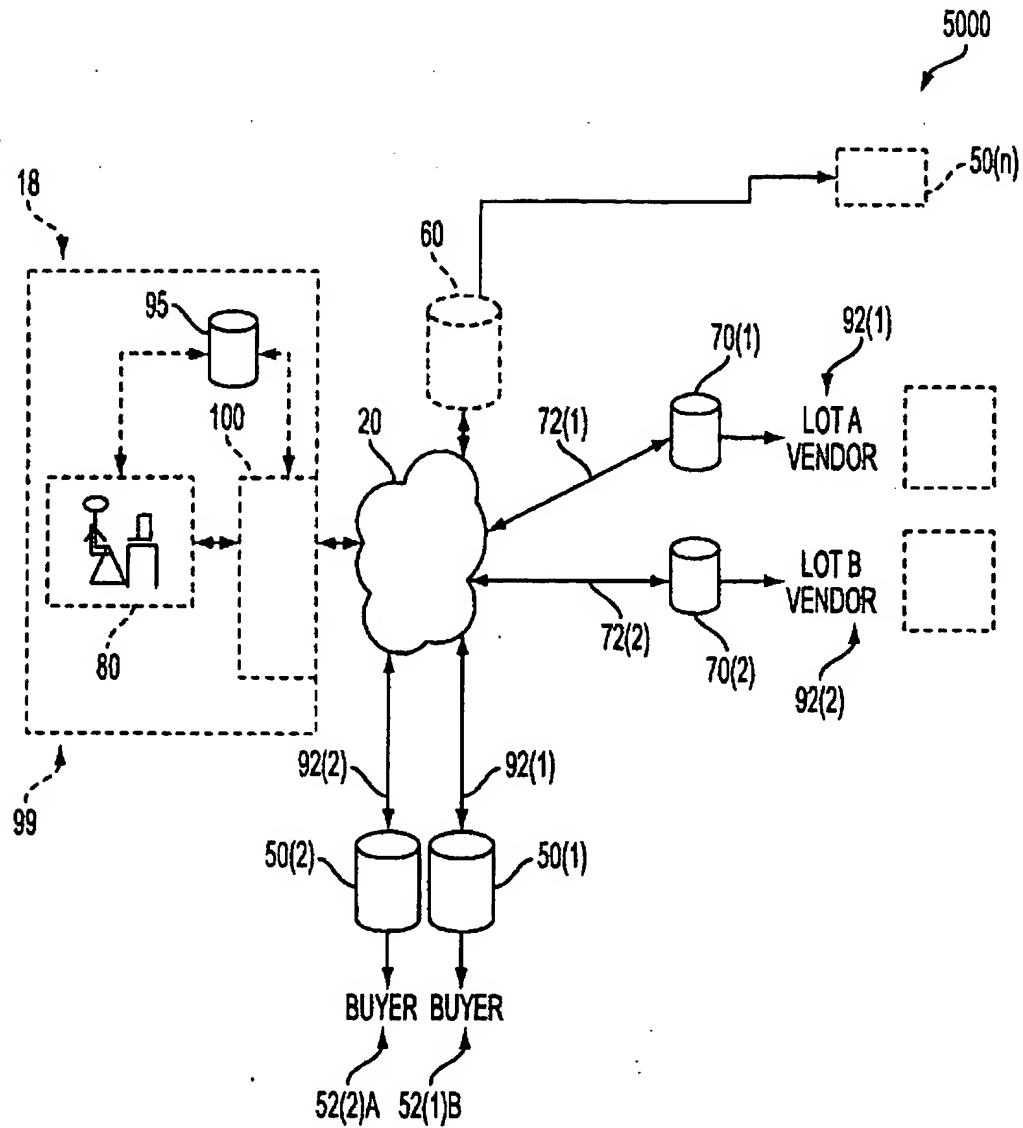


FIG. 22

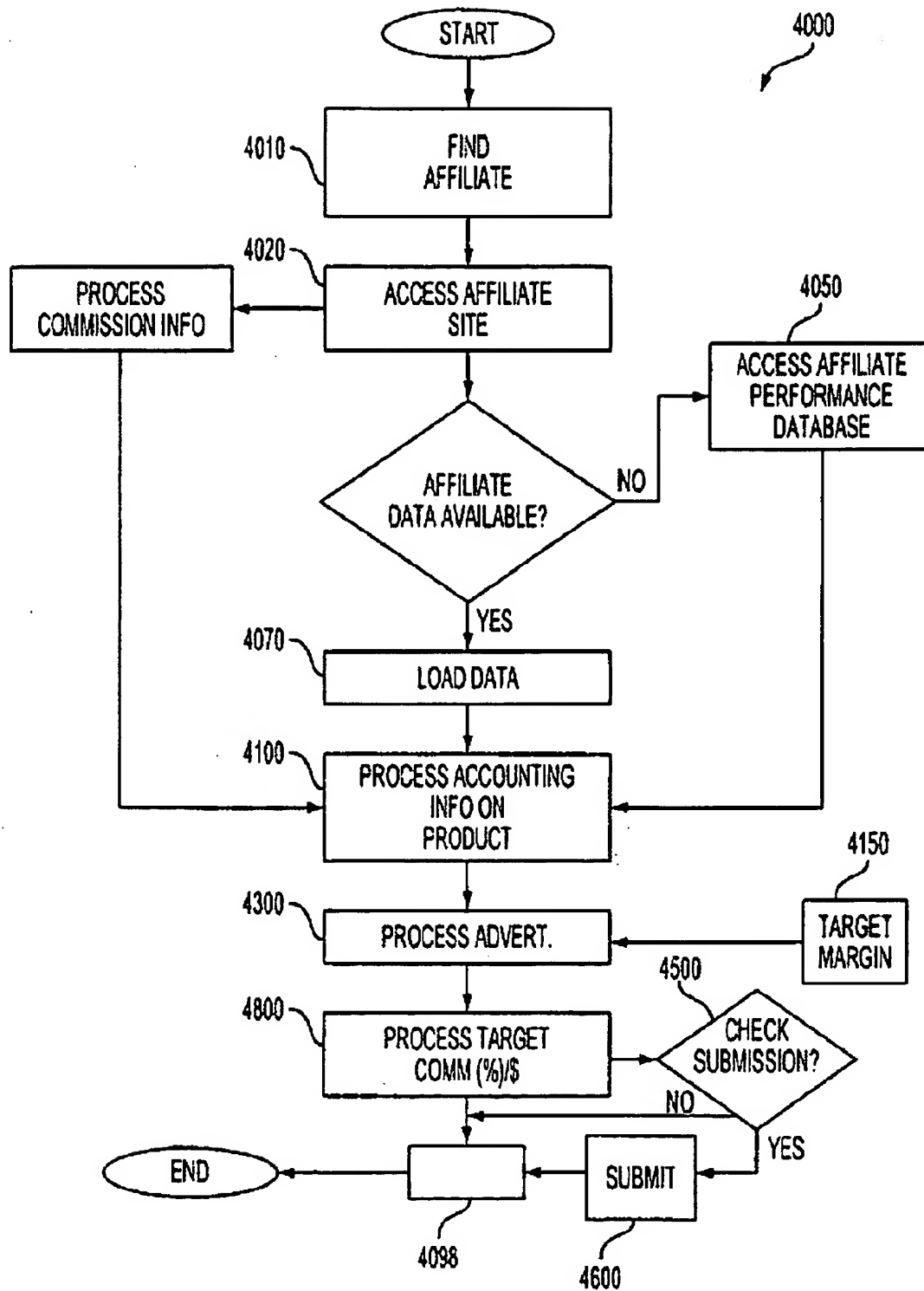


FIG. 23

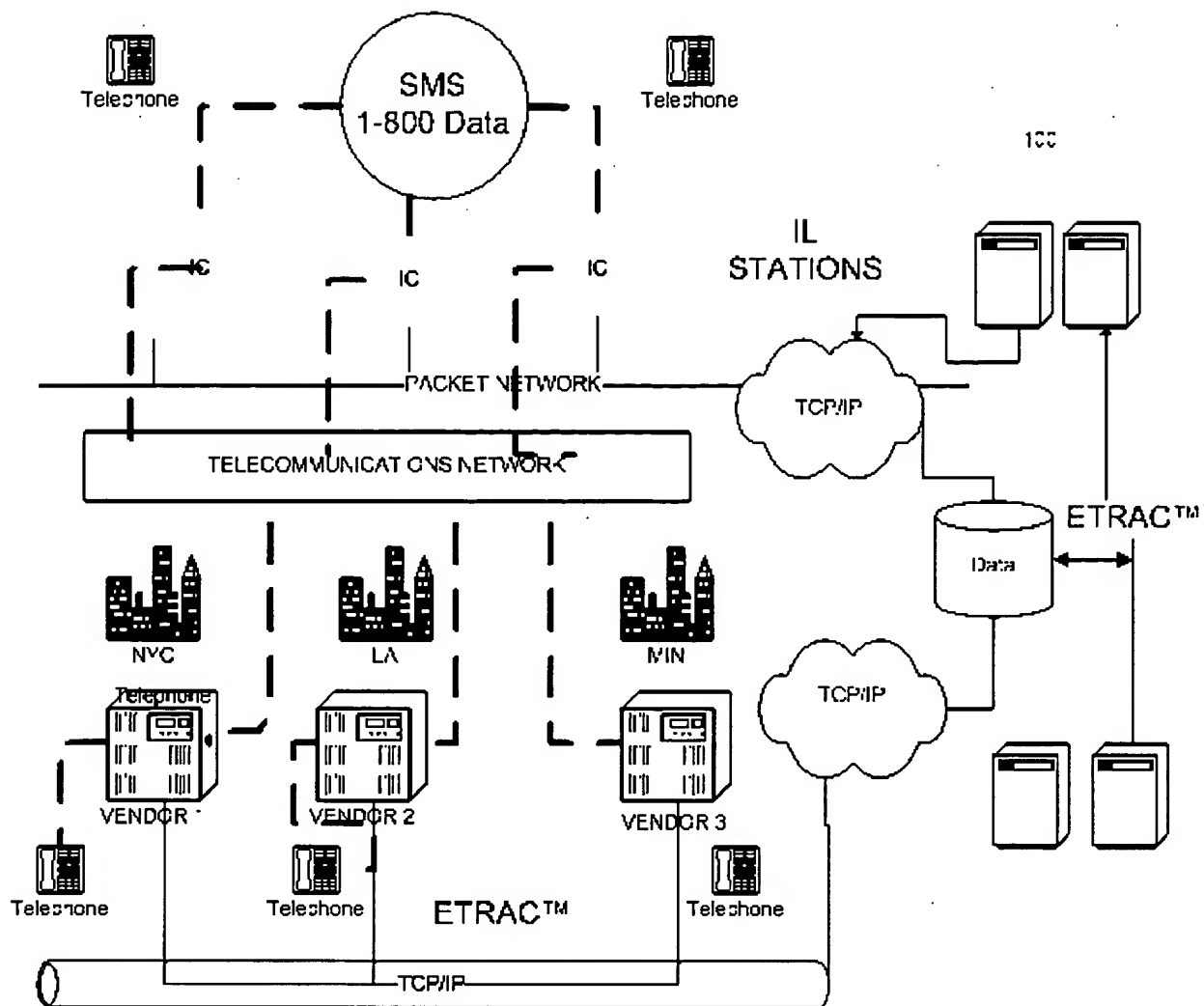


FIG. 24

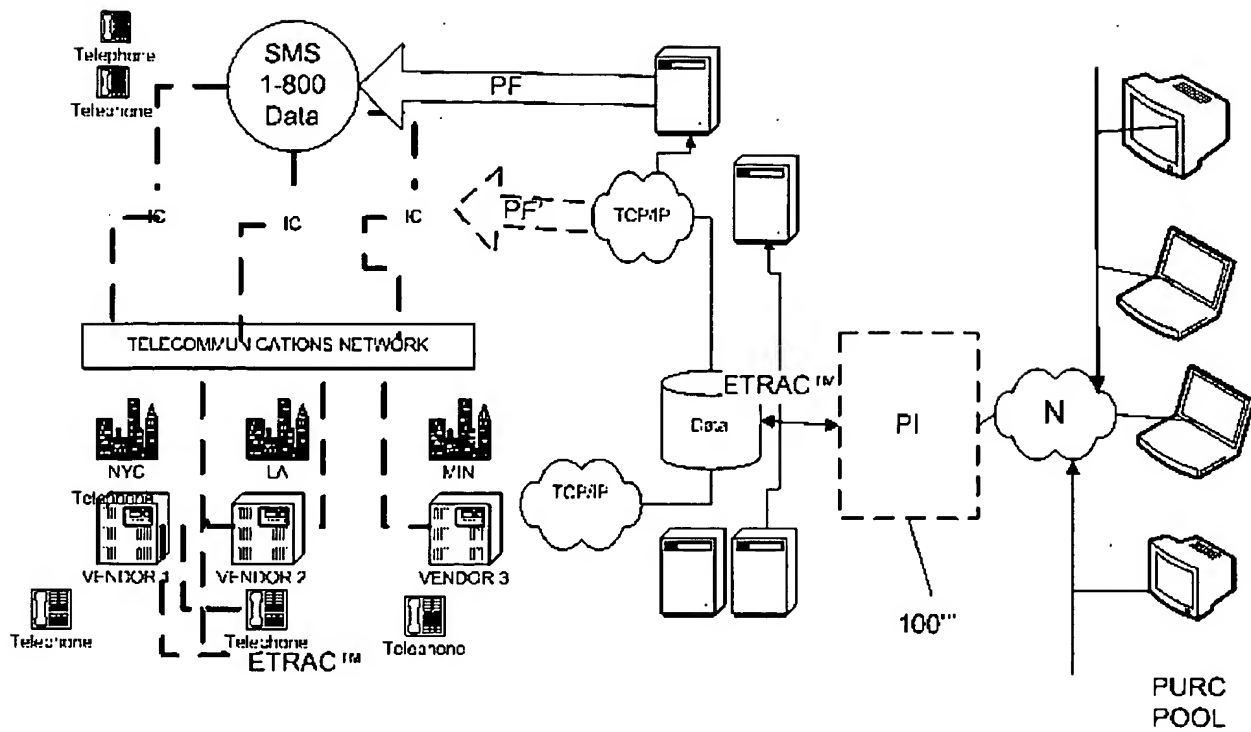
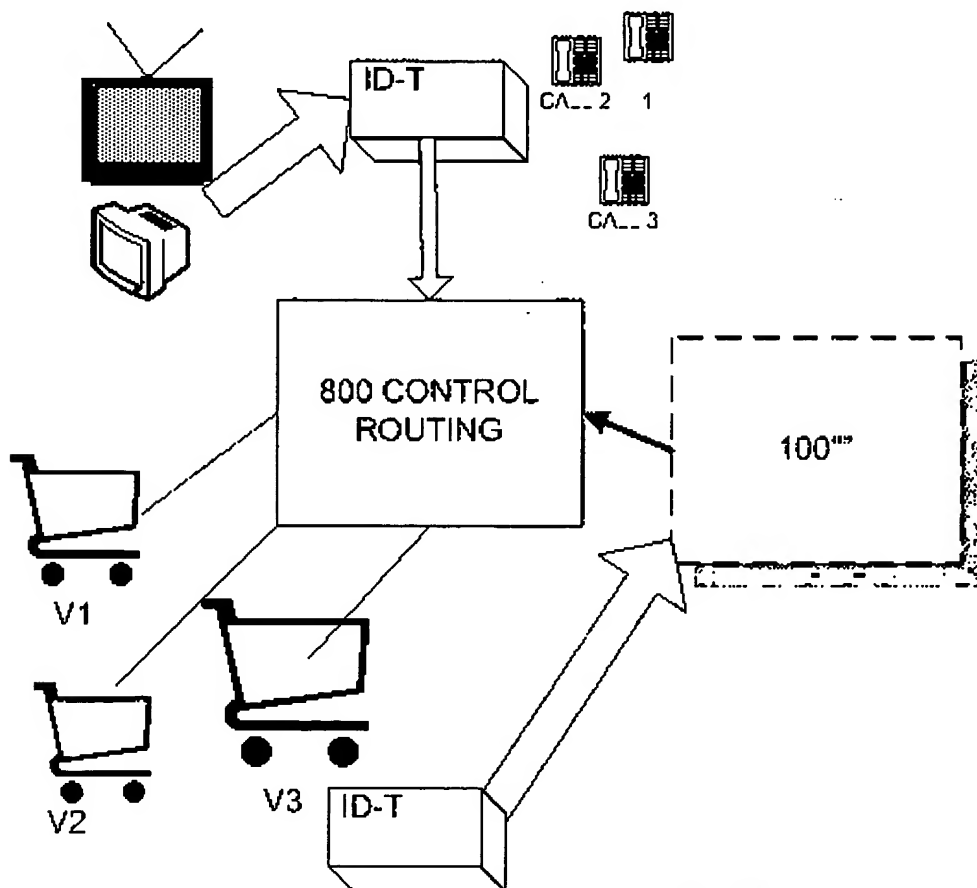


FIG. 25

FIG. 26  
DATA FLOW

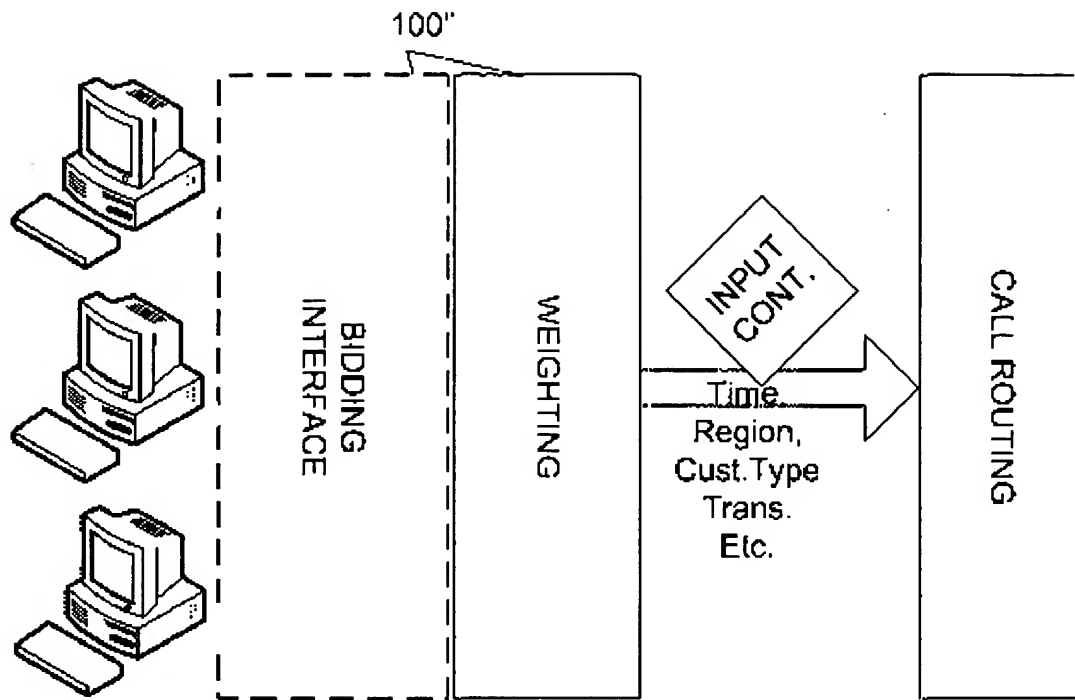


FIG. 27

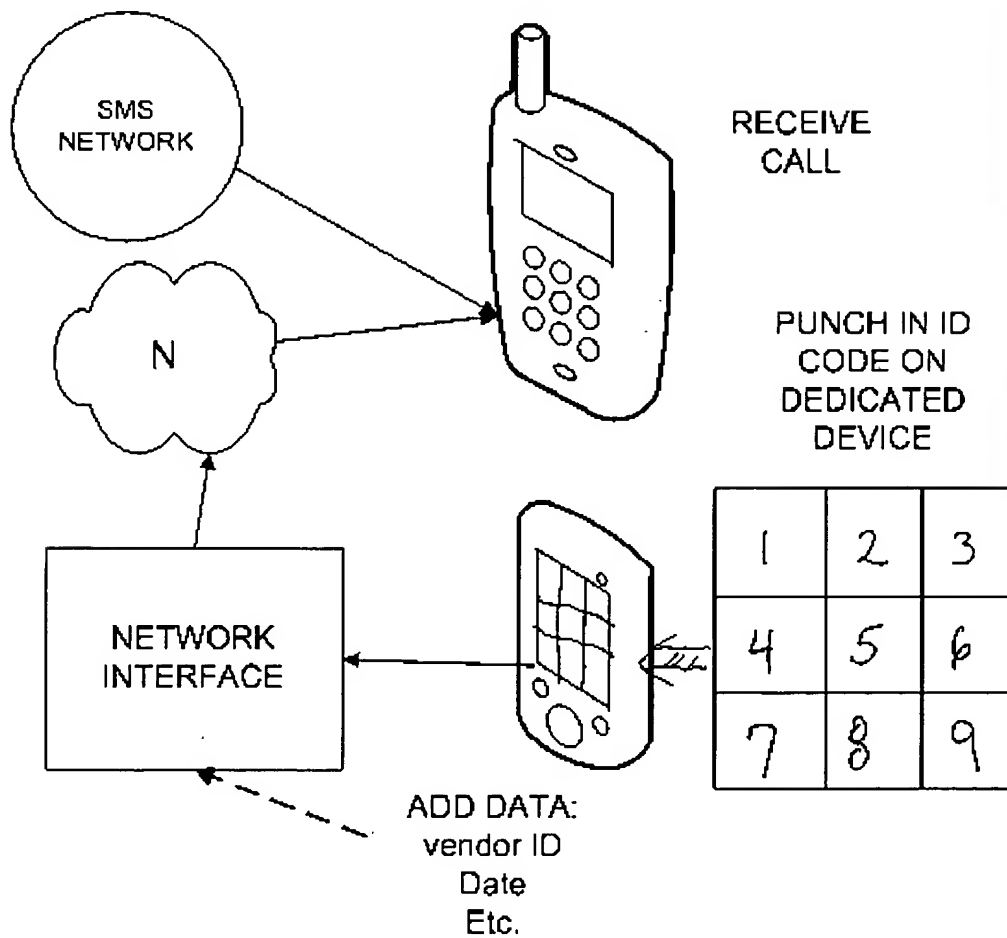


FIG. 28